



Foreign Agricultural Service

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Global Agriculture Information Network

Approved by:

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A faint, light gray outline map of the world is centered in the background of the page, showing the continents and major landmasses.

Market Brief

Japan : Food Processing Sector - New Age Beverages

Company Profiles

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Company Name	Asahi Breweries, Ltd.			Product Sector(s)	New Age Beverages, Snack Food
Address	1-23-1, Azumabashi, Sumida-ku Tokyo 130-8602			Number Of Employees	4,233
				Number of Factories	9 (1 overseas)
Phone Number	03-5608-5112	Fax Number	03-5608-7121	Overseas Contact	
Email	webmaster@asahibeer.co.jp			Asahi Beer U. S. A.	
Web Page Address	http://www.asahibeer.co.jp/morning.html			21250 Hawthorne Blvd., Suite 770	
Contact Person	Seiichi Watanabe, Public Relations Dept. Tel: 03-5608-5126			Torrance CA 90503	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	870,463	6,197	Sumitomo Corp., Mitsui & Co., Ltd., Toyo Seikan Kaisha, Ltd.,	
	1996	931,198	6,502	Toppan Printing Co., Ltd., Ishizuka Glass Co., Ltd., Okura & Co.	
	1997	972,120	7,297	Fuji Crown	
Key Products			% of Total	Company Profile and Strategies	
	Beer and Wine		80	Asahi is the second largest brewer in Japan, with over 30% of market share. Noted for dramatic turnaround in business performance after introducing Asahi Super Dry in 1987.	
	Soft Drinks and Food		15	Reinforcing Super Dry thru newly introduced "Steiny" bottle.	
	Other		5	Diversifying into wine and pharmaceuticals. Spun off soft drink division.	
Main Brands				Asahi Soft Drinks Co. has a broad lineup of soft drink products and has been actively introducing new products in recent years.	
Alcoholic Beverages: Asahi Super Dry, Dunk, Black, Premium, First Lady				Aggressive marketing of soft drinks includes efforts to expand network of vending machines and advertising using Japan's most popular baseball players and Tiger Woods.	
Soft Drinks: Wonda Coffee, Kafeo, Asahi 16 Tea, Ajiwai, Midori-cha, Sukoyaka-mugicha					
Mitsuya Cider and Soda, Bireley's, Teao, Eau-Plus, Tennen-Mizu (water)					
Snack Foods: Nut Nuggets, Mixed Nuts, Beef Jerky					
Main Ingredients				Asahi Breweries susidiary manufactures and markets both food and ingredients (principally brewers yeast extracts). Domestic sales have been sluggish in recent years, but exports of freeze dried foods are doing well.	
Barley, hops, wheat, coffee beans, teas leaves, sugar and sweeteners, fruit juices					
vitamin supplements, salt, peanuts, almonds, other nuts, dried beef.					

Company Name	Bourbon Corp.			Product Sector(s)	Western Bakery Products, Confectionery, Snack Food, New Age Beverages
Address	4-2-14, Matsunami, Kashiwazaki City Niigata 945-0011			Number Of Employees	1,315
				Number of Factories	8
Phone Number	0257-23-2333	Fax Number	0257-22-2005	Overseas Contact	
Email					
Web Page Address	http://www.bourbon.co.jp/				
Contact Person	Kazuhiro Ohtake, Managing Director, Marketing Division				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	91,285	371	Fuji Oil Co., Ltd., Dai Nippon Printing Co., Ltd., Toshoku,	
	1996	85,400	350	Mitsubishi Corp., Mitsui & Co., Ltd.	
	1997	85,689	365		
Key Products			% of Total	Company Profile and Strategies	
	Confectionaries		66	Second-tier confectionery manufacturer with cookies and biscuits as mainstay.	
	Rice Cookies, etc.		31	Recently branched out into other edible items, such as chocolates. It is a comprehensive producer of sweets.	
	Drinks, Foodstuffs, Others		3	Petite cookies line turning into ¥10 billion yen business.	
				Marketing strategy targets female consumers.	
Main Brands					
Confectionery: Puchi Series (cookies and crackers), First Fashion Foods Series Keitai Choco Series (Kakao Power, Petit Bit), Ice Mint (gum), Communicase (gum) Bakery Products: Lady Bake Series, Take Pack Series, Milneige, Chocolate Tarte Snack Foods: Mixed Peas, Potelka Chips, Ebi Cheese, Ebi Snack, My Melody Series Beverages: Sararacha (canned and bottled tea), Dewa and Ion Water				Bourbon has set up network of over 100 business offices nationwide and salesmen regularly visit client stores.	
Main Ingredients					
Flour, milk and dairy products, eggs, sugar, flour, tea leaves, potatoes, shrimp, seaweed, cocoa, chocolate, mint, sesame, strawberry flavoring, xylitol, vitamin C supplement					

Company Name	Calpis Co., Ltd.			Product Sector(s)	New Age Beverages, Health and Functional Food
Address	2-20-3 Ebisu-Nishi Shibuya-ku, Tokyo 150-0021			Number Of Employees	957
				Number of Factories	3
Phone Number	03-3463-2111	Fax Number	03-3770-5374	Overseas Contact	
Email				Capy U. S. A. Inc.	
Web Page Address	http://www.calpis.co.jp/			19675 Mariner Ave, Suite 101, Torrance, CA 90503	
Contact Person	Yoshiaki Oshima, Director of General Affairs Dept.			Tel: 310-214-4141 Fax: 310-371-8030	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	98,384	1,538	Toyo Seikan Kaisha, Ltd., Yamato Seikan, Zenno,	
	1996	99,118	1,915	Mitsui & Co., Ltd., Yamamura Glass Co., Ltd.,	
	1997	97,962	2,003	Dai Nippon Printing Co., Ltd.	
Key Products			% of Total	Company Profile and Strategies	
	Dairy Beverages		60	Leading producer of lactic acid drinks in Japan. Maintains 80% of market share.	
	Other Beverages		32	Attempting to diversify product lineup thru partnership with Ajinomoto's Knorr brand.	
	Foodstuffs		7	Expanding into soft drinks and nutritional supplements including fruit and vegetable drinks thus trying to strengthen its appeal in the health food sector. Also introduced a drink with Calcium supplement.	
	Others		1	Participating in regular ground coffee drink market.	
Main Brands				Expanding vending machine operations in Kansai and Nagoya areas.	
Drinks: Calpis, Calpis Soda Cola, Ajiwai Kocha au Lait, Cafe la Mode, Fruits Calpis Cho-Sour (alcoholic beverage), Nude (pink grapefruit juice), Calcium-iri Calpis Yasai-ga-oishii Nyusankin; Calpis Orange, Calpis Mixed Fruit, Evian Soup: Knorr Brand Soups (Hokkaido Corn Potage)				Developing Asian markets.	
Main Ingredients					
Milk products, sugar, lactic acid; fruits (orange, grapefruit others), teas, vegetables (carrots, tomato, celery), corn.					

Company Name	Coca-Cola (Japan) Co., Ltd.			Product Sector(s)	New Age Beverages
Address	4-6-3 Shibuya, Shibuya-ku, Tokyo 150-0002			Number Of Employees	660
				Number of Factories	17 bottling factories
Phone Number	03-5466-8000	Fax Number	03-3486-1389	Overseas Contact	
Email				Coca-Cola Company	
Web Page Address	http://www.cocacola.co.jp			One Coca-Cola Plaza	
Contact Person				Atlanta, Georgia 30313	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	--	--	Toyo Seikan Kaisha, Ltd., Mitsubishi Corp., Mitsui & Co., Ltd.,	
	1996	--	--	Ehime-ken Seika Ren, Saga Engei Ren, Wakayama Keizai Ren,	
	1997	--	--	Aomori Apple Juice	
Key Products				Company Profile and Strategies	
			% of Total		
	Cola		90%	Coca Cola Japan was established in 1957 as the Japanese	
	Ready-to-drink canned coffee		50%	subsidiary of The Coca Cola Company.	
	Carbonated soft drinks		60%	It is Japan's country largest soft drink manufacturer since 1965	
				and now controls approximately 35% of the soft drink market	
				and 60% of carbonated drink market.	
				Products such as Kocho-Kaden, Charyu-Saisai (both teas) and	
				Georgia coffee show that Coca-Cola has responded to Japanese	
				taste preferences by introducing products unique to fit this	
				market.	
Main Brands					
Coca-Cola, Sprite, Fanta, Coca-Cola Light, Minute Maid, Real Gold, Hi-C					
Georgia, Aquarius, Kocho-Kaden, Charyu-saisai.				Georgia canned coffee has about 50% market share, and blended	
				teas are very strong.	
Main Ingredients					
Sugar and sweeteners, orange juice, coffee beans, dairy products, citric acids, honey,				Strong sales from vending machines (approximately 800,000).	
kelp extract, vitamin and calcium supplements, fruit pulps, tea.				High growth in sales of PET bottle drinks.	
				Coca-Cola has 17 bottling factories in Japan.	

Company Name	Doutor Coffee, Co., Ltd.			Product Sector(s)	New Age Beverages, Western
Address	3-17-7, Shibaura, Minato-ku Minato-ku, Tokyo 108-0023			Number Of Employees	600
Phone Number	03-5440-7123	Fax Number	03-5440-7121	Number of Factories	1
Email	webmaster@doutor.co.jp			Overseas Contact	
Web Page Address	http://www.doutor.co.jp/				
Contact Person	Kazuhiro Osato, Manager PR Dept. Phone: 03-5440-7123 Fax: 03-5440-7127				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	--	--	Meiji Milk Products Co., Ltd., Wataru, Takizawa Ham Co., Ltd.	
	1996	26,927	958		
	1997	30,508	937		
Key Products			% of Total	Company Profile and Strategies	
	Retail		36	Chain operator of coffee shops with low-priced menu. Majority of shops are operated under franchise chain system.	
	Wholesale		59	Active in Tokyo metropolitan area.	
	Royalties, etc.		5	Also advancing into new lines of operations, such as restaurants, bars, spaghetti houses, etc.	
Main Brands				Company has a strategy to expand shops to new types of locations.	
	Doutor Coffee			Doutor is always trying to introduce new products in the market to meet the ever-changing demand of Japanese customers.	
Main Ingredients				Doutor shops also sell a variety of sandwiches, Belgian waffles and muffins.	
	Coffee beans, dairy products, sugar				

Company Name	Dydo Drink Co., Ltd.			Product Sector(s)	New Age Beverages
Address	Sanei Building, 1-2-4, Nishishinsaibashi, Chuo-ku, Osaka 542-0086			Number Of Employees	2,609
				Number of Factories	0
Phone Number	06-245-4011	Fax Number	06-245-4019	Overseas Contact	
Email	master@dydo.co.jp				
Web Page Address	http://www.dydo.co.jp/index.html				
Contact Person	Tomihiro Takamatsu, Director				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	128,180	2,555		Shizuoka-ken Keizai Ren, Nippon Kyan Pakku,
	1996	130,123	1,773		Nippon Kajitu Kogyo, Nissei, Dydo Yakuin Kogyo, Orix Corp,
	1997	--	--		Toyo Seikan Kaisha Ltd.
Key Products			% of Total	Company Profile and Strategies	
	Coffee		48		Dydo aims to expand to produce and sell integrated soft drink products.
	Fruit Beverages		16		
	Tea		16		Dydo does not own factories. By separating production and marketing function, Dydo is focusing on market analysis, information gathering, planning and quality control.
	Others		20		
					Company's main product "Dydo Blend Coffee" is available in vending machines. Dydo aims to improve the quality of its main products to meet the diversified needs of consumers.
Main Brands					
	Dydo Blend Coffee, Dydo Black Coffee, M Coffee, Non Sugar Coffee				At the same time, sales through vending machines are an important sales strategy because of their 24 hour service.
	Mistio Grape, Nihon no Ocha (Japanese tea), Dydo Coffee, Demitasse Coffee				
	Mistio Lemon, Yanrong Tea, Mistio Grapefruit, Sarasarsuri-ningo, Tacho Melon, Sports Energy				
Main Ingredients					
	Coffee beans, tea leaves, grape, lemon and grapefruit flavoring, melon				

Company Name	House Foods Corp.			Product Sector(s)	Retort Pouch, New Age Beverages
Address	1-5-7 Mikuriya-Sakaemachi Higashi-Osaka City 577-8520			Number Of Employees	3,053
				Number of Factories	5
Phone Number	06-788-1231	Fax Number	06-788-1271	Overseas Contact	
Email				House Foods Los Angeles Office	
Web Page Address	http://www.housefoods.co.jp/			21250 Hawthorne Blvd. Suite 770	
Contact Person	Akira Oze, Marketing Director			Torrance, CA 90503-5502	
				Tel: 310-792-1300	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. \)	Net Profits		
	1995	182,253	7,989	Tomen, Mitsubishi Shoji, Toppan Insatsu	
	1996	180,182	7,854		
	1997	176,034	5,769		
Key Products			% of Total	Company Profile and Strategies	
	Curry Spices		37	Japan's largest producer of spices, including curry powder.	
	Dry Foods		28	Diversifying into snacks, instant noodles and retortable products.	
	Wheat Foods		9	Eager for new product development.	
	Retort Pouch and others		27	Sales of mineral water and other beverages growing.	
				Has local manufacturing subsidiaries in Hawaii and California to expand operations in the United States.	
Main Brands					
	Retort: Kukure Curry, Curry Marche, Kukure Stew, Spaghetti Sauce Pasta-Coco, Nigiwai Gohan.			House Foods is targeting single males with hearty high-volume retort foods, especially curry rice. It is also targeting single females with healthy, light, quality intensive retort curry rice by using vegetables, seafood, white wine and other quality ingredients.	
	Wheat Foods: Hosouchi Meijin, Umakacchan, Umaisho				
	New Age Beverages: Rokkoh no Oishii Mizu				
Main Ingredients					
	Vegetables, egg plant, tomato, carrots, onion, seafood, squid, scallop, meats, beef, beans, crab, shrimp, tuna, salmon				

Company Name	Ito En, Ltd.			Product Sector(s)	New Age Beverages
Address	3-47-10 Hon-machi Shibuya-ku, Tokyo 151-8550			Number Of Employees	2,691
				Number of Factories	4
Phone Number	03-5371-7111	Fax Number	03-5371-7184	Overseas Contact	
Email				ITOEN (USA) Inc.	
Web Page Address	http://www.itoen.com/index-j.html			125 Puuhale Rd. Honolulu, HI 96819	
Contact Person	Syunsaku, Mizuno, Manager, Public Relations Dept. Tel: 03-5371-7185 Fax: 03-5371-7184			Tel: 808-847-4477	
				Fax: 808-537-9692	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	105,619	5,836	Toyo Seikan Kaisha, Ltd., Hotei Foods Corporation,	
	1996	118,819	6,565	Nippon Kyan Pakku, Miyazaki-ken Keizai Ren,	
	1997	134,655	8,166	Nippon Delmonte	
Key Products			% of Total	Company Profile and Strategies	
	Tea Leaves		19	Top producer of tea leaf products and green tea drinks. Also	
	Beverage		80	deals in coffee and vegetable/fruit juices. Has nationwide sales	
	Commodity Sales		1	network based on production/retail route sales.	
				Increasing installation of vending machines throughout Japan.	
				Runs green tea production subsidiaries in China and Australia.	
				Aims to become comprehensive beverage maker.	
Main Brands				Green tea sales continue to increase. Recently added new drink	
	Oiocha Green Tea, Oiocha Barley Tea, Kin-no-Oolong Tea, Jasmine Tea			containing catechin to 500-ml PET bottle product line.	
	Jyujitsu Yasai, Midori-no-Yasai, Shakitto Natsumikan, Catechin Water				
	Cocoa, Oshiruko, Corn Soup			Has strategy to promote catechin, found in green tea leaves,	
Main Ingredients				as a health food which fights O-157, dysentery and cholera bacilli,	
	Black tea, green tea, green and roasted coffee, vegetable and fruit juice, catechin			various bacteria that cause food poisoning, pylori bacteria, which	
				are believed to be a factor in stomach ulcers and stomach	
				cancer, and bacteria that cause periodontal diseases and tooth	
				decay.	

Company Name	Japan Tobacco Inc.			Product Sector(s)	New Age Beverages, Frozen Food
Address	2-2-1, Toranomon, Minato-ku Tokyo 105-8422			Number Of Employees	20,834
				Number of Factories	25
Phone Number	03-3582-3111	Fax Number		Overseas Contact	
Email					
Web Page Address	http://www.jtnet.ad.jp/JT				
Contact Person	Katsuhiko Hirata, General Manager, Materials Procurement Department				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	2,660,824	66,125	Large Trading Houses	
	1996	2,735,438	79,539		
	1997	2,621,630	57,334		
Key Products			% of Total	Company Profile and Strategies	
	Tobacco Business		98	Monopolistic enterprise for tobacco in tie up with Philip Morris.	
	Others		2	Has expanded business to pharmaceuticals, foods, real estate, and beverage due to peaked-out domestic tobacco market.	
				The aim of the company is to transform itself into a diversified and globalized company with potential for future growth. Keen to expand its business to new fields.	
				JT is hoping to have various cooperation with overseas firms via technology exchanges, joint product development, and joint operations.	
Main Brands	Awadatsu Cafe au Lait, Kanjukumame Coffee, Creamy Cafe, Duke Lemon Tea, Gyojukuro, Green Tea, Saibi-cha, Milk wo Kaketa Ichigo, Sokai Vitamin, Ice Maccha au Lait, Momo no Tennensui (peach drink), Burger King Restaurants, Green Giant			Launched additional new canned coffee called "Awadatsu Cafe au Lait" and "Awadatsu Cafe Choco" this year, which are very original to this company.	
Main Ingredients	Peach flavoring, mineral water, fruit juices (orange, pineapple), roasted coffee, green and brown tea, milk, chocolate, sugar, salt,			Worked with the US Green Giant and introduced their "Ara Tasukasawa!" series in Japan, which are non-oily, healthy, and meet the needs of people who live alone (small package).	

Company Name	Kagome Co., Ltd.			Product Sector(s)	New Age Beverages
Address	3-14-15 Nishiki, Naka-ku, Nagoya 460-0003			Number Of Employees	1,342
				Number of Factories	6
Phone Number	052-951-3571	Fax Number	052-968-2510	Overseas Contact	
Email				Kagome Inc.	
Web Page Address	http://www.kagome.co.jp/main.html			Los Banos, CA	
Contact Person	Masahiko Kanie, Director of Foods Division Tel: 03-5623-8501				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	101,720	1,562	Toyo Seikan Kaisha, Ltd., Yamato Seikan, Sumitomo Corp.,	
	1996	102,018	1,018	Dainippon Shigyo Co., Ltd., Nisse	
	1997	104,802	104		
Key Products			% of Total	Company Profile and Strategies	
	Tomato Products		27	Largest manufacturer of tomato processed foods, including ketchup and juice.	
	Beverages		57	Recently branched out into production of fruit juice, other beverages and pasta juice.	
	Sauces		15	Active in bio-research, including hybrid breeding.	
	Other Products		1	Advocates "farm food producer" as company motto.	
Main Brands				Sales of vegetable juices continue to rise during health boom.	
Tomato Ketchup, Tomato Puree, Whole Tomato, Tomato Paste, Tomato Sauce				Company has developed new lucrative tomato products.	
Chili Sauce, Salsa, Kino-konno Cream Sauce, Arrabiatta Sauce					
Tomato Juice, Yasai Mix, Carrot, Carrot Mix, Kagome 100 Fruit Juices, Fruits Mura				Kagome also produces a wide variety of teas and fruit juices.	
Rokujyo Mugicha, Oolong Tea, Acerola, Royal Milk Tea					
Main Ingredients				Two of companies 5 factories have received ISO-9001 certification. The others are expected to receive it in 1999.	
Tomatoes, carrots, celery, other vegetables for juices, acerola, apples, grapefruit,					
lemon, muscat, pineapples, orange, grapes, tea leaves, milk, hot peppers, beef,				Kagome is active in product development. Latest new products include Salsa (tomato) and Tacos chips.	
mushrooms, Italian seasonings, onions					

Company Name	Kanebo Foods, Ltd.			Product Sector(s)	Confectionery, Snack Food, Health and Functional Foods, New Age Beverages
Address	Daikai Itabashi Bldg, 1-42-13 Itabashi, Itabashi-ku, Tokyo 173-8639			Number Of Employees	4,161
				Number of Factories	4 (four)
Phone Number	(03) 5248-5323	Fax Number	(03) 5248-5330	Overseas Contact	Kanebo U.S.A Inc. (Foreign Trade and Marketing Office) 693 Fifth Avenue, 17th Floor, New York, NY 10022, U.S.A Tel: (212) 339-9700
Email					
Web Page Address	http://www.kanebo.co.jp				
Contact Person	Mr. Nagata, Marketing Department Tel: 03-5446-3596 Fax: 03-5446-3684				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	378,548	(-)13,306		Tomen, Marubeni, Kanematsu
	1996	333,609	3,228		
	1997	257,291	7,022		
Key Products			% of Total	Company Profile and Strategies	
	Fashion Merchandise		20		Kanebo Foods, Ltd is a subsidiary of Kanebo, Ltd. and sells confectionery, snacks, and beverages.
	Cosmetics		47		
	New Materials		10		In food industry Kanebo is concentrating mainly on pocket-sized confectionery for refreshment and relaxation. "Frisk", a mouth refreshing mint, is Kanebo's most popular product since it was launched in 1994.
	Lifestyle Products/Foods		15		
	Pharmaceuticals		8		Kanebo is working on a unique product line in beverage sector. "New Diet Tea," "Diet Berry" and "C White" are for feminine health and beauty, while "Silk-In" contains dietary fiber.
Main Brands	Beverages: "New Diet Tea," "Diet Berry," and "C White", and "Silk In." Chewing Gum: Frisk, Etiquette Gum, Diet Gum, Dentifrice Gum Frozen Confectionery: Dessert of the Season, European Sugar Cones, "Rainbow-hat" ice cream				Kanebo's fresh Shitake mushrooms are popular health foods.
Main Ingredients	Milk, teas, fruits, starches, sugar, mint and other herbs, vitamin supplements				

Company Name	Key Coffee Inc.			Product Sector(s)	New Age Beverages
Address	2-34-4 Nishi-Shinbashi Minato-ku, Tokyo 105-8705			Number Of Employees	1,124
				Number of Factories	4
Phone Number	03-3433-3311	Fax Number	03-3433-4094	Overseas Contact	
Email					
Web Page Address	http://www.keycoffee.co.jp				
Contact Person	Toaru Ohki, Managing Director, Materials Division				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	48,633	3,013	Toarco Toraja coffee farm, Indonesia (direct subsidiary)	
	1996	46,355	2,555	Mitsui & Co., Ltd., Toshoku, Nomura Boeki, Sankyo Shokuhin	
	1997	45,088	1,686	Kogyo, Tomen Corp., Sumitomo Corp.	
Key Products			% of Total	Company Profile and Strategies	
	Coffee		58	Fourth largest coffee producer and seller. Operates chain of cafes thru subsidiary.	
	Gift and Other Coffee		8		
	Coffee Beverages		8	Joint venture with Taiwanese company to produce and market coffee in Taiwan started in 1996.	
	Others		26	Established Key Coffee plantation in Sulawesi, Indonesia. This is the world's largest coffee plantation owned and run by a single coffee company.	
Main Brands					
Ice Coffee: 1.5L Pet, Key Ice Coffee Black, Key Oolong Tea, Cafe Duo, Coffee on the Rocks				Commercial use coffee struggling, but home use coffee products doing well.	
Other: Coffee Syrup, Tea Syrup, Key Creamy, Key Creamy Powder				High coffee bean prices have been hurting profitability.	
Main Ingredients					
Coffee beans, teas leaves, sugars, milk and dairy products					

Company Name	Kirin Beverage Corp.			Product Sector(s)	New Age Beverages
Address	Kanda-Izumicho Bldg. 1 Kanda-Izumicho Chiyoda-ku, Tokyo 101-8645			Number Of Employees	2,842
				Number of Factories	2
				Overseas Contact	
Phone Number	03-5821-4001	Fax Number	03-5821-8455		
Email	webmaster@beverage.co.jp			Kirin Tropicana Ltd., Mitsubishi Shoji	
Web Page Address	http://www.beverage.co.jp/				
Contact Person	Purchasing Dept. tel: 03-5821-4025 fax: 03-5821-4135				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	208,550	3,412	Yamato Seikan, Toyo Seikan Kaisha, Ltd., Mitsubishi Corp.,	
	1996	217,740	3,744	Mitsubishi Materials Corp.	
	1997	235,846	3,577		
Key Products			% of Total	Company Profile and Strategies	
	Carbonated Beverages		10	Soft drink division of Kirin Brewery group. One of Japan's	
	Fruit Juices		21	largest beverage makers, with 7% of total beverage market.	
	Coffee Beverages		13		
	Tea Beverages		43	Operates joint venture with Tropicana Products U.S.A. to	
	Other Beverages		9	distribute fruit juice in Japan.	
	Commodities and Others		5		
				Expanded product lines and distribution routes contributing to	
				improved profitability.	
Main Brands				Launched new nutrition drink "Cadi" in April 1998 and new green	
	Kirin Jive Coffee, Kirin Oolong Houou, Kirin Naturals, Cadi			tea "Kirin Naturals" in June 1998. Both products address	
	Kirin Gogono Kocha, Kirin Orange Kiriri, Tropicana 100% Juice			consumer preferences for healthy and light tasting drinks.	
				"Kirin Naturals" contains healthy ingredients from green tea	
				with other extract from persimon leaf, which is believed to be	
				good for fatigue recovery.	
Main Ingredients					
	Tea, coffee beans, sugar, fruit juices, oranges, persimon, milk.				

Company Name	Meiji Milk Products Co., Ltd.			Product Sector(s)	New Age Beverages, Frozen Food
Address	2-3-6, Kyobashi, Chuo-ku, Tokyo 104-8381			Number Of Employees	5,547
				Number of Factories	20
				Overseas Contact	
Phone Number	03-3281-6118	Fax Number	03-3281-4717		
Email					
Web Page Address	http://www.meinyu.co.jp/				
Contact Person	Yonosuke Ohno, Director of Processed Foods Division				
	Tel: 03-3633-2381				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	452,298	2,376		Individual fresh milk producers, Oji paper Co., Ltd.
	1996	447,432	1,902		Nippon Tetrapack, Mitsubishi Corp., Kobayashi Garasu,
	1997	462,348	2,164		Toyo Seikan Kaisha, Ltd., Tokan Kogyo
Key Products			% of Total	Company Profile and Strategies	
	Drinking Milk		54		Second largest producer of dairy foods in Japan. Strong in dehydrated milk for infants, leads others in high-quality ice cream.
	Dairy Products		15		
	Ice Cream		12		
	Beverages		7		Created yogurt boom in Japan following introduction of yogurt technology from Bulgaria in 1972. Stresses door-to-door delivery service. Active overseas in Australia and Indonesia.
	Others		13		
					Introducing new "Pocket Monster" products in addition to ice cream.
Main Brands					
	Meiji Love (Milk Drink w/added calcium and iron), Meiji Non-Fat Milk with Added Calcium, Meiji Bulgaria Yoghurt, Aya (ice cream), Breuges (ice cream), Lasagne (frozen lasagne), Meiji Tokachi Cheese, Pizza & Pizza (frozen pizza)				Boosting capital spending to improve competitive edge. Targeting 20 billion in sales from 14 "Pocket Monster" products.
	Frozen Lasagna, Frozen Ebi Gratin, VAAM (sports drink), Ebi Gratin (shrimp)				
	Aqua Bulgaria Non-calorie (Yoghurt Drink), Pocket Monster, Cordia Fe (drink)				Set up baby powder milk subsidiary Meiji-MGC Dairy Co., Pty in Australia in 1995.
Main Ingredients					
	Milk, yoghurt, cheese, lactose, frozen fruit (strawberries, peach, blueberries, cherries, etc.), shrimp, pasta, wheat, bread dough, pizza toppings, green peppers, onions, sausages				Aiming to combine delicious taste with more healthy ingredients. Developing new functional foods and pharmaceutical products, including bio-technology products.

Company Name Morinaga & Co., Ltd.			Product Sector(s) Confectionery, Snacks Food, New Age Beverages, Western Bakery Products	
Address 5-33-1 Shiba, Minato-ku, Tokyo 108-8403			Number Of Employees 2,345 Number of Factories 5	
Phone Number (03) 3456-0134		Fax Number (03) 3769-1809		
Email			Overseas Contact Morinaga U.S.A. Office 10100 Santa Monica Blvd Suite, 705 Los Angeles, CA 90067	
Web Page Address http://www.morinaga.co.jp			Contact Person Hisashi Kawahara, General Manager, Confectionery Dept. Tel: (310) 230-8078 Fax: (301) 203-0915	
Contact Person Hisashi Kawahara, General Manager, Confectionery Dept. Phone: 03-3456-0112 Fax: 03-3769-6129				
Sales and Net Profits			Main Suppliers	
Year	Sales (Mil. ¥)	Net Profits		
1995	155,417	(-)1,217	Hokuren, Takarazuka Shokuhin, Yokohama Nyugyo, Toyo Nyugyo	
1996	155,972	(-)2,791		
1997	150,460	(-)2,152		
Key Products			% of Total	Company Profile and Strategies
Confectionery			60	Established in 1899, Morinaga is leading manufacturer of confectionery and snack foods and has been a pioneer in bringing Western-style confectioneries into the Japanese market. Cocoa sales, with Morinaga having the largest share in Japan, have increased as a result of a strong campaign to highlight its benefits to health-conscious consumers. Morinaga puts an effort into constantly creating new demand in the market. Involved in restaurant operations thru subsidiaries. Beverage sales are falling, but "Weider in Jelly" is driving food growth. Ice cream operations are also breaking even after after long deficits.
Foodstuffs			23	
Chilled Desserts			14	
Others			3	
Main Brands				
Confectionery: Hi-Soft Caramels, Choco ball Chocolate, Hi-Chew Candy. Beverages: Cocoa Drink, Ryokucha, Amazake. Food Stuffs: Pancake mix Frozen Dessert: Ice Box, Ice Guy, Choco Monaka Jumbo. Health Food: Wieder In Jelly				
Main Ingredients				
Sugar, brown sugar, cocoa, flour, amino acids and protein supplements, vitamin supplements, corn syrup, starches, milk and cheese products.				Morinaga has been exporting to Asian countries and the US. The company carries out direct importing not only of products but also of carefully selected raw materials for use in Morinaga products. Morinaga is active in introducing overseas technology and selling contracted products in the Japanese market.

Company Name	Nestle Japan K. K.			Product Sector(s)	Confectionery, Soup, New Age Beverages
Address	2-10, Koyo-cho, Higashinada-ku, Kobe City Hyogo 658-0032			Number Of Employees	2,800
				Number of Factories	4
				Overseas Contact	
Phone Number	078-857-4300	Fax Number			
Email				Nestle S.A.	
Web Page Address	http://www.nestle.co.jp/			Avenue Nestle 55	
Contact Person	Osamu Hikida			CH-1800 Vevey	
	Executive Director, National Sales, Food and Beverage Div.			Switzerland	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	245,100	12,300	Mitsubishi Corp., Itochu Corp., Tomen Corp., Nissho Iwai Corp.	
	1996	241,100	12,600		
	1997	244,000	12,400		
Key Products			% of Total	Company Profile and Strategies	
	Instant coffee			Nestle is the largest food company in the world.	
	Confectionery				
	Beverages			Nestle Japan is struggling to deal with poor sales due to the economy and increased raw materials costs due to the weak yen. Nestle Japan is working to cut expenses by reducing distribution and administration costs in order to deal with these problems. Nestle's plan for 1998 includes revitalizing core business and strengthening diversification.	
	Soups				
	Pasta				
	Pet Food				
Main Brands	Nescafe (instant coffee), Nescafe Acapulco, Nescafe Montelban, Nescafe Classic Blend, Nescafe Special Roast (canned and bottled coffee), Nido, Brite, Krematop, Milo (chocolate drink), Perrier, S. Pellegrino, Valvert, Contrex, Vittel (bottled water), Buitoni (pasta, pasta sauce and olive oil), Maggi (soups) KitKat, Crunch (candy bars), Polo (mints)			The revitalization campaign will attempt to attract new customers to products such as Nescafe soluble coffee, coffee creamer, Milo cocoa drink and Magli instant soups.	
Main Ingredients	Coffee beans, cocoa, sugar, chicken consomme, tomatoes, onions, garlic, asparagus peppers, lemon, corn, Italian spices, olives, dried crab and other seafood, rice			The diversification plan aims to develop the following businesses health foods, beverages, confectionery, Italian foods, mineral water food services and pet food.	

Company Name	Otsuka Pharmaceutical Co., Ltd. (Otsuka Seiyaku)			Product Sector(s)	Retort Pouch, New Age Beverages
				Health and Functional Food	
Address	2-9 Kanda Tsukasa-cho Chiyoda-ku, Tokyo 101-8535			Number Of Employees	5,875
				Number of Factories	12
				Overseas Contact	
Phone Number	03-3292-0021	Fax Number			
Email				Otsuka America, Inc.	
Web Page Address	http://www.otsuka.co.jp/			1201 3rd Ave., Suite 5300	
Contact Person	Hideo Koyama, Manager, Consumer Relations, Food Dept.			Seattle, WA 98101	
	Otsuka Chemical, Co. Tel: 06-946-8741 Fax: 06-946-0860			Tel: 206-682-5300 Fax: 206-682-5402	
Sales and Net Profits				Main Suppliers	
	<u>Year</u>	<u>Sales (Mil. ¥)</u>	<u>Net Profits</u>		
	1995	369,589	13,327	Otsuka Chemical, Otsuka Beverage, Nikken Food	
	1996	378,015	13,534		
	1997	--	--		
Key Products				Company Profile and Strategies	
			% of Total		
	Pharmaceuticals		40	Established in 1964 Otsuka Pharmaceutical, the parent company of Otsuka Chemical Company and Otsuka Foods, is a leader in the new age beverage and health and functional food fields.	
	Consumer Products		60	Otsuka Pharmaceutical's aim is to become a universal company with the principle, "Otsuka, people creating new products for better health worldwide."	
				Facilities in fifteen countries form Otsuka's global network.	
Main Brands				Engaged in research, development and the production of pharmaceutical products and a revolutionary line of Nutraceuticals, a type of health and functional food.	
	Beverages: Oronamin C, Pocari Sweat, Energen, FIBE-MINI and C-MAX 1000, Java				
	Retort: Bon Curry Gold, A! Aretabeyo Curry and Rice				
	Health and Functional Foods: Jog Mate Protein, One a Night, Nature Made			Joint venture with Crystal Geyser mineral water producer in the USA to sell the product in Japan.	
	The Calcium, Calorie Mate, C Max, Milo				
Main Ingredients				Otsuka is allied with Nestle for sales of Nestle products in Japan such as Nescafe.	
	Lemon, strawberry and orange flavorings, beta-carotene, organic apples and carrots, extracts of kelp, orange, and vegetables, honey, vitamin supplements, soybeans				
	tea leaves, protein supplements, sugar, milk and dairy products				

Company Name	Pokka Corp.			Product Sector(s)	New Age Beverages, Soup
Address	35-16, Daikan-cho, Higashi-ku Nagoya 461-8648			Number Of Employees	921
				Number of Factories	4
				Overseas Contact	
Phone Number	052-932-1471	Fax Number	052-932-1624		
Email				Pokka Inc.	
Web Page Address	http://www.pokka.co.jp/			1201 Commerce Blvd.,	
Contact Person				American Canyon, CA 94589	
				Tel: 707-557-0500	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	98,550	732	Yamato Seikan, Mitsubishi Corp., Fukutani	
	1996	96,559	263		
	1997	90,766	488		
Key Products				Company Profile and Strategies	
			% of Total		
	Coffee		47	Nagoya based manufacturer of soft drinks, canned coffee and	
	Fruit Soft Drinks		17	canned tea. Top three company for canned coffee and recently	
	Other Soft Drinks		24	expanded its business to food service industry (fast food chains,	
	Foodstuffs		12	restaurants, etc). Also keen to expand overseas business	
				activities.	
				Pokka is strengthening its overseas business expansion in Asia,	
				the US, and China.	
Main Brands				Pokka has local production facilities in United States, Singapore,	
	Pokka Coffee* ACrystal Black, Brooke Bond Lemon Tea,			Malaysia, and China.	
	Pokka 100 Lemon, Lemon No Shizuku, Sairei Cha,				
	Jikkuri Kotokoto Nikonda Soup (Soup)			Affiliated with companies in the U.S., China and Canada.	
	Party Shot (non alcohol soft drink), California Cooler (fruit cocktail), Red Beat			Pokka is concentrating on deoxygenated coffee brand "Crystal	
				Black".	
Main Ingredients				Earns more than half of sales from canned coffee.	
	Sugar, milk, emulsifiers, black tea, lemon juice, vitamin C, spices,				
	barley, brown rice, oolong tea, coffee beans				

Company Name	Sapporo Breweries, Ltd.			Product Sector(s)	New Age Beverages
Address	4-20-1, Ebisu, Shibuya-ku Tokyo 150-8686			Number Of Employees	3,794
				Number of Factories	10
Phone Number	03-5423-2111	Fax Number	03-5423-2057	Overseas Contact	
Email				Sapporo New York Office	
Web Page Address	http://www.sapporobeer.co.jp/			666 Third Avenue, 18th F1, New York, NY	
Contact Person	Hiroshi Yagasaki, Public Relations Dept. Tel: 03-5423-7204 Fax: 03-5423-2078				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	620,150	4,637	Mitsui & Co., Ltd., Marubeni Corp., Toyo Seikan Kaisha, Ltd.	
	1996	619,824	5,401		
	1997	589,809	(23,873)		
Key Products			% of Total	Company Profile and Strategies	
	Beer		87	Sapporo is Japan's first major brewer with a 120 year history.	
	Soft Drinks		4		
	Wine, etc.		2	Third largest brewery in Japan with roughly 20% of domestic market for beer. Also produces wine, soft drinks, imports	
	Real Estate, etc.		6	liquor, operates restaurants in Dailan and Beijing China and has large real estate holdings in Japan.	
	Others		1		
				Wine and real estate performing well. Beer sales have been declining due to tough competition. Sapporo plans to revive beer sales by concentrating marketing efforts on it "Black	
Main Brands	Black Label, Yebisu Beer, Brau (Sparkling Low-malt beverage), Drafty, Jack (Coffee), Kocha No Rakuen, Gyokuro-iri Ocha, Ribbon Citron, Ribbon Guarana, Ribbon Orange, Kanjuku Orange, Assari Grapefruit, Ichigo Ore, Jumbo Guruto, Life Support (Vitamin & Fiber, Energy & Calcium, Coragun-Apple), Ureshii Wine,			Label Beer". Sapporo will also cut costs by closing plants in Nagoya in the year 2000 and Gunma in 2002.	
Main Ingredients	Malt, hops, rice, corn, starch, yeast, water, coffee beans, milk products, strawberry, apple, grapefruit, orange, and lemon juices, grapes, tea leaves			In 1997 soft drink marketing was consolidated into the Sapporo beer beverage company.	
				New products include "Jack Coffee" which uses a new sweetener to decrease after taste and "Gyokuro-iri Ocha" a caffeine free sugarless tea.	

Company Name	Snow Brand Food Co., Ltd.			Product Sector(s)	New Age Beverages, Frozen Food Western Bakery Products
Address	2-15-4, Nihonbashi, Kayabacho, Chuo-ku, Tokyo 103-8203			Number Of Employees	1,175
				Number of Factories	3
				Overseas Contact	
Phone Number	03-5640-8611	Fax Number	03-5640-8612		
Email				Snow Brand America Inc.	
Web Page Address	http://www.snowbrand.co.jp			Suite 3580, 44 Montgomery Street	
Contact Person	Yoshihiko Takezaki, Managing Director of Procurement Division			San Francisco, CA	
	Tel: 0480-92-8291			Tel: 415-677-0914 Fax: 415-677-0916	
Sales and Net Profits				Main Suppliers	
	<u>Year</u>	<u>Sales (Mil. ¥)</u>	<u>Net Profits</u>		
	1995	114,424	344	Sumikin Bussan Corp., Marubeni Corp., Itochu Corp.,	
	1996	105,375	203	Kanematsu, Nomura Boeki	
	1997	104,209	167	Snow Brand Milk Products Co., Ltd.	
Key Products			% of Total	Company Profile and Strategies	
	Processed Meat Products		51	6th-ranked meat packer, affiliated with Snow Brand Milk Products.	
	Meat		33		
	Foodstuffs		9	The company handles meat processed products, beverages, and	
	Imported Food Materials		7	canned goods; has tied up with Stokely-Van Camp (US) in sales of	
				"Gatorade" sports drinks. Stressing processed meat products for	
				commercial use and development of food materials for restaurant.	
				Sales of meat products are gradually decreasing, on the other hand	
Main Brands				ham, sausages, and deli products are expanding. Snow Brand is	
	Hot Cake Mix, Cake Mix, Mix Pizza, Chicken Gobou Pilaf, Takana Pilaf,			starting to supply food to hospitals.	
	Wakadori Gomafumi Age (fried chicken with sesame flavor), Teyaki Takoyakai,				
	Frozen Whip			Increasing production of raw ham and other processed meat	
				products in order to offer general consumers wider range of	
				products.	
Main Ingredients					
	Milk, flour, yogurt, cheese, starch, sugar, rice, butter, oil, powder milk, yogurt,			Targeting 111 billion Yen in total sales and 30% growth in deli	
	gelatin, coconut oil, wheat flour, strawberry, berry, apples, ham, sesame, garlic			products to 13 billion Yen by FY 2001.	

Company Name	Snow Brand Milk Products Co., Ltd.,			Product Sector(s)	Frozen Food New Age Beverages
Address	13, Honshio-cho, Shinjuku-ku Tokyo 160-8575			Number Of Employees	7,083
				Number of Factories	39
Phone Number	03-3226-2111	Fax Number	03-3226-2150	Overseas Contact	
Email				Snow Brand America Inc. Suite 3580, 44 Montgomery St., San Francisco, CA	
Web Page Address	http://www.japan.hosting.ibm.com/snow/snowmenu.htm				
Contact Person	Toshiaki Endo, Managing Director, Materials Department			Tel: 415-677-0914	
	Tel: 03-3226-2120			Fax: 415-677-0916	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	539,706	5,321	Hokkai Can Co., Ltd., Tokan Kogyo.,	
	1996	555,619	5,149	Ueda Seiyu, Hokkai Togyo	
	1997	560,569	4,815	Toppan Printing Co., Ltd., Dai Nippon printing Co., Ltd., Kyowa Hakko Kogyo Co., Ltd.,	
Key Products			% of Total	Company Profile and Strategies	
	Drinking Milk		35	Leading producer of butter, cheese and drinking milk in Japan.	
	Beverages		16		
	Dairy Products		27	Snow Brand has recently begun emphasizing non-dairy products, such as beverages and frozen food.	
	Ice Cream		6		
	Oils & Fats		3		
	Others		13	Cheese products have been doing well due to increasing demand. Ice cream and beverages are not performing well.	
				Preparing for deregulation in year 2001 by streamlining production and developing new sources for procurement both domestically and overseas.	
Main Brands	Calpower, Mainichi Honebuto, Snow Brand Low-fat (Milk), Neomilk Lai (condensed milk), Liebender (ice cream), Neo Soft (margarine), Hokkaido Butter, Butter Half Obento Range de Rakuchin, Pizza Margherita (frozen foods), Nature Live (yoghurt) 6P Cheese, Slice Cheese, Dole Fruit Juice, Gatorade (sports drink)			Actively teams up with retailers to conduct "in-store merchandising".	
Main Ingredients	Milk and dairy products, cream, vegetable oils, fruit juices (apple, orange, grape, etc.), bread dough, pizza toppings (seafood), frozen fruits			Snow Brand markets Dole Fruit Juice, Gatorade and Quaker Oats in Japan.	

Company Name		Suntory Co., Ltd.		Product Sector(s)		New Age Beverages; Health and Functional Food, Confectionery	
Address		2-1-40, Dojimahama, Kita-ku Osaka 530-0004		Number Of Employees		4,737	
Phone Number		06-346-1150		Fax Number		06-345-1169	
Email				Number of Factories		19	
Web Page Address		http://www.suntory.co.jp/		Overseas Contact		Suntory International Corp. NY Office 12 East 49th Floor, New York, NY 10017	
Contact Person		Hideito Matsui, Public Relations Department Tel: 06-346-0835 Fax: 06-346-1426				Suntory Water Group Inc. 2141 Powers Perry Road, Marietta, GA 30067	
Sales and Net Profits				Main Suppliers			
	Year	Sales (Mil. ¥)	Net Profits				
	1995	731,553	7,343	Itochu Corp., Zenkoku Nogyo Kyodo Kumiai Rengokai,			
	1996	740,444	6,074	Mitsui & Co., Ltd., Ishizuka Glass Co, Ltd.,			
	1997	--	--	Dai Nippon Printing Co., Ltd.,			
Key Products			% of Total	Company Profile and Strategies			
	Liquor		41	Suntory is one of the leading beverage manufactures in Japan whose product lines range from alcoholic and nonalcoholic beverages, food, pharmaceuticals, restaurant management to publishing and entertainment.			
	Beer		28	In 1998, Suntory became Pepsi's master franchisee in Japan managing all marketing, production and distribution of Pepsi products in the country.			
	Foods		25	Sales of Boss and Pekoe tea have grown recently, although demand is down in the beverage category overall.			
	Wine		5	Suntory distributes Campbell's V8 and tomato juice, Italian gourmet food products from Salov s.p.a. of Italy and ice cream for Pillsbury Company, through the joint venture company Haagen-Dazs Japan, Inc. Suntory has expanded into the bottled water business in the U.S. with Suntory Water Group Inc., the second largest in the U.S. market.			
	Other		1	Company is trying to reduce cost of materials.			
Main Brands							
Suntory Oolong Tea, Suntory Coffee Boss, Suntory English Tea Pekoe, Suntory Minami Alps Natural Mineral Water, Suntory Vitamin Water, Suntory CC Lemon, Nacchan Orange, Pepsi, 7Up, V8 Juice, Nohohon Tea, Dekavita C, Bikkle Beer: Malts, Super Hops, White Beer, Brown Beer Foods: La Bonta canned tomatoes, Sagra olive oil, C.C. Lemon and other candies							
Main Ingredients							
Tea leaves, coffee beans, tomatoes, olive oil, vitamin supplements, orange flavorings, hops, barley, malt, celery, carrots, wheat, sugar, milk, cocoa							

Company Name	Suntory Co., Ltd.			Product Sector(s)	New Age Beverages; Health and Functional Food, Confectionery
Address	2-1-40, Dojimahama, Kita-ku Osaka 530-0004			Number Of Employees	4,737
Phone Number	06-346-1150	Fax Number	06-345-1169	Number of Factories	19
Email				Overseas Contact	Suntory International Corp. NY Office 12 East 49th Floor, New York, NY 10017
Web Page Address	http://www.suntory.co.jp/				
Contact Person	Hideto Matsui, Public Relations Department Tel: 06-346-0835 Fax: 06-346-1426				Suntory Water Group Inc. 2141 Powers Perry Road, Marietta, GA 30067
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	731,553	7,343		Itochu Corp., Zenkoku Nogyo Kyodo Kumiai Rengokai,
	1996	740,444	6,074		Mitsui & Co., Ltd., Ishizuka Glass Co, Ltd.,
	1997	--	--		Dai Nippon Printing Co., Ltd.,
Key Products			% of Total	Company Profile and Strategies	
	Liquor		41		Suntory is one of the leading beverage manufactures in Japan whose product lines range from alcoholic and nonalcoholic beverages, food, pharmaceuticals, restaurant management to publishing and entertainment.
	Beer		28		
	Foods		25		
	Wine		5		
	Other		1		
					In 1998, Suntory became Pepsi's master franchisee in Japan managing all marketing, production and distribution of Pepsi products in the country.
Main Brands	Suntory Oolong Tea, Suntory Coffee Boss, Suntory English Tea Pekoe, Suntory Minami Alps Natural Mineral Water, Suntory Vitamin Water, Suntory CC Lemon, Nacchan Orange, Pepsi, 7Up, V8 Juice, Nohohon Tea, Dekavita C, Bikkle				Sales of Boss and Pekoe tea have grown recently, although demand is down in the beverage category overall.
	Beer: Malts, Super Hops, White Beer, Brown Beer				Suntory distributes Campbell's V8 and tomato juice, Italian gourmet food products from Salov s.p.a. of Italy and ice cream for Pillsbury Company, through the joint venture company
	Foods: La Bonta canned tomatoes, Sagra olive oil, C.C. Lemon and other candies				Haagen-Dazs Japan, Inc. Suntory has expanded into the bottled water business in the U.S. with Suntory Water Group Inc., the second largest in the U.S. market.
Main Ingredients	Tea leaves, coffee beans, tomatoes, olive oil, vitamin supplements, orange flavorings, hops, barley, malt, celery, carrots, wheat, sugar, milk, cocoa				Company is trying to reduce cost of materials.

Company Name	Takara Shuzo, Co.			Product Sector(s)	New Age Beverages, Health and Functional Food
Address	Karasuma-Higashiiru Shijodori, Shimogyo-ku, Kyoto 600-8688			Number Of Employees	2,044
				Number of Factories	8
				Overseas Contact	
Phone Number	075-241-5110	Fax Number	075-241-5127		
Email				Takara Sake U.S.A	
Web Page Address	http://www.takara.co.jp/			708 Addison St.	
Contact Person	Yoshihiko Takahashi, (Manager of Food Dept and Beverage Sales) Tel: 03-3271-3882			Berkeley, CA 94710	
				Tel: 510-540-8250	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	188,733	10,820	Mitsubishi Shoji, Mitsui Bussan, Marubeni, Koyo, Zemnoh	
	1996	185,822	11,560		
	1997	180,201	9,290		
Key Products			% of Total	Company Profile and Strategies	
	Sake		19	Top manufacturer of shochu (distilled spirit) in Japan.	
	Mirin		10		
	Shochu		33	"Shochikubai" brand sake is the fourth biggest seller in Japan.	
	Alcoholic Beverages		13	and commands a major share of the mirin (cooking sake) market.	
	Soft Drinks		14		
	Bio-related Business		11	Bio-chemicals division is growing. Recently entered joint venture with U.S. company to develop gene testing technology. Also beginning to manufacture DNA testing chips.	
Main Brands				Takara is developing beverages for health and preventative medicine purposes, such as Apoidan-U and Tong Fired Tea.	
	Beverages: Surioroshi Ringo (apple juice based beverage), Surioroshi Aoringo (green apple drink), Mitsu Iri Ringo (apple honey beverage)				
	Surioroshi Peach, Calcium Parlor (mineral supplement drink)			Takara was the first company in the alcoholic beverage industry	
	Surioroshi Akabudou (red grape drink), Lycopene Parlor			to introduce easily recyclable Eco-PET bottles in Japan.	
	Apoidan-U Health Drink, Tong Fired Tea, Nomu Kanten			Company is taking many other measures to protect the environment.	
Main Ingredients					
	Apples, honey, peaches, grapes, poly-phenols, Lycopene, carotene, tomatoes			Company is trying to cut costs by improving operational efficiency and by finding cheaper sources of materials.	
	brown seaweeds, red seaweeds, onions, green tea, agar				

Company Name			UCC Ueshima Coffee Co., Ltd.		Product Sector(s)		New Age Beverages				
Address			7-7-7, Minatojima-Nakacho, Chuo-ku Kobe Hyogo 650-0046		Number Of Employees		2,429				
					Number of Factories		10				
					Overseas Contact						
Phone Number		078-304-8888		Fax Number		078-304-8854					
Email											
Web Page Address			http://www.ucc.co.jp/								
Contact Person											
Sales and Net Profits					Main Suppliers						
		Year		Sales (Mil. ¥)		Net Profits					
		1995		203,690		--				Itochu Corp., Mitsui & Co., Ltd., Mitsubishi Corp.	
		1996		197,939		--					
		1997		--		--					
Key Products					% of Total		Company Profile and Strategies				
Coffee					32		UCC manufactures, sells and imports coffee, tea, cocoa, and can coffee.				
Beverages					39		Company is famous for its on-line network system which covers all offices, factories and distribution centers in Japan. Thus, the product distribution system is very quick and accurate.				
Food Materials					29		Abroad UCC owns farms, coffee shops and factories in nine countries. UCC is aggressive in developing new soft drinks.				
Main Brands							Company has active marketing strategy by using TV and amusement park advertising campaigns which are very well known.				
UCC Original, UCC Sumiyaki Coffee, (canned coffee)											
UCC The Blend 114, UCC The Blend 117, UCC Class One, UCC Cup Coffee,											
Coffee Milk, Cocoa Milk, (functional instant drink), UCC Cocoa (canned cocoa),							UCC will sponsor the "1999 World Gourmet Coffee Conference and Fair" in August 1999.				
Tenchijin Surattocha (non sugar tea), Sleepy Time (herb tea), Fruitiqve Valencia											
100% Schweppes Tonic Water, XAQUA (sports drink), Miss Lean (health drink)											
Main Ingredients							UCC has developed new techniques of packaging for commercial use coffee. It is the first Japanese coffee manufacturer to develop a quality system which meets all international standards.				
Coffee beans, sugar, milk and dairy products, cocoa, tea leaves, orange juice,											
blossom, rose hip, orange peel, lemon, roasted chicory											

Company Name	Yakult Honsha Co., Ltd.			Product Sector(s)	New Age Beverages
Address	1-1-19, Higashi-shinbashi, Minato-ku Tokyo 105-8660			Number Of Employees	2,769
				Number of Factories	12 (includes non-food products)
				Overseas Contact	
Phone Number	03-3574-8960	Fax Number	03-3575-1636		
Email				Yakult Int'l (U. S. A.) Inc.	
Web Page Address	http://www.yakult.co.jp/			3510 Torrance Blvd. Suite 216	
Contact Person	Yoshikazu Tagiku, Director, Foods Division			Torrance, CA 90503	
				Tel: 213- 792-1422	
Sales and Net Profits				Main Suppliers	
	<u>Year</u>	<u>Sales (Mil. ¥)</u>	<u>Net Profits</u>		
	1995	159,569	7,942	Takada Seiyaku, Kumamoto Kajitsu Ren, Nissei,	
	1996	156,408	7,497	Nissho Iwai Shokuryo, Kyowa Koryo	
	1997	149,862	(96,615)		
Key Products			% of Total	Company Profile and Strategies	
	Dairy Products		55	Leading producer of lactic bacteria drinks in Japan. Diversifying into pharmaceuticals and cosmetics. Known for aggressive management. Also owns "Swallows" baseball team.	
	Cosmetics		5		
	Juice, Soft Drinks		33	Pioneered unique door-to-door sales system in Japan which uses a professional team of 53,000 women known as "Yakult Ladies".	
	Others		8	Yakult fermented milk products emphasize their health benefits. Specifically that they aid digestion and fortify the intestines.	
Main Brands				Sales of these products have fallen recently due to the overall decline in the economy and reduction in the Yakult Ladies sales force. Recently introduced new "Joie" series of fermented milk	
Bifel, Yakult, Yakult 80 (lactobacillus-based beverages) Joie, Mil-Mil (fermented milk drinks), Iko No Chaen, Royal Milk Tea (Tea drinks), Whip Land, Sofuhl (yogurt dessert), Milouge, Striker, Toughman (sports drinks), Yakult Fruit Juice				drink and gave its product "Bifiel" a new taste. Customer response to these products has been positive. Sales of main lactic bacteria drink "Yakult" are declining in recent years.	
Main Ingredients				Sales of fruit juices, fruit vegetable blends and carbonated drinks are down in 1997. Sales of green and mixed tea products are doing well.	
Raw milk, lactobacilli organisms (lactobacillus cassie, bifidobacterium), fruit juice, tea.					

Company Name	Yamamori Inc.			Product Sector(s)	Retort Pouch, Frozen Food, New Age Beverages.
Address	465-4, Moritada, Kuwana City, Mie Pref. 511-0943			Number Of Employees	600
				Number of Factories	2
				Overseas Contact	
Phone Number	(0594) 31-3311	Fax Number			
Email					
Web Page Address	http://www.yamamori.co.jp				
Contact Person	Kunio Mitsubayashi, General Manager, Purchasing Dept. Phone: 0594-31-3316 Fax: 0594-31-6666				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995				
	1996	21,110			
	1997				
Key Products			% of Total	Company Profile and Strategies	
	Retort foodstuffs		50	Established in 1889 as a general foodstuff producer, introduced the first commercial version of retort pouch in Japan.	
	Soy sauce		14		
	Other sauce		26		
	Beverages		5		
	Others		5	Sales have grown consistently in the last few years.	
				Yamamori aims to produce a full range of processed foodstuffs including retort, canned foodstuffs and beverages.	
				Recently made visible changes in the shape of packaging to meet the growing need for bulk purchases, while the home-made look is becoming popular in terms of size, shape, and quality of ingredients.	
Main Brands					
	Soy sauce, Men Yo Tsuyu (Sauce for noodles)				
	Retort: Kamameshi no moto premix, chukadon-no moto premix, beef curry pasta sauce				
	Frozen Foods: Frozen hamburger			Yamamori is proceeding with an Asia-centered overseas strategy, expanding from Japan to Asia and from there to the world . Yamamori will steadily forge ahead and expand its international operations.	
Main Ingredients					
	Beef, carrots, rice, mushroom, green beans, konyaku, bamboo, carrot, sugar, shrimp, egg plant, egg, shellfish, potato, octopus, chicken, littleneck clams			Yamamori targets its retort foods for commercial use markets pursuing profit increase by introducing new products.	